

THE HAT OF UNEXAMPLED SMARTNESS



THE New Yorker, whether by residence or allegiance, never goes in for extreme hat fashions. On the contrary, he goes out of his way to escape them. MALLORY Hats are noticeable for avoiding notice; for faithfully reflecting those ideas in a hat that the New Yorker has in his head. The Hat of Unexampled Smartness.

MALLORY Soft Hats and Derbies, in guardedly exclusive shapes and shades are on sale today at the better Hat Shops and Hat Departments throughout the city and nearby. FIVE DOLLARS—Also \$6, \$7, \$9 and up to \$12 for Incomparable MALLORY Velours

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